

Which are your favorite Benson & Hedges 100's sweepstakes?

You have a choice of 100 prizes, each in its own sweepstakes.

Anything from a new 1975 car to a hundred-million-year-old footprint of a dinosaur. Or a sailboat. A home sauna. A tree house. Or one of 9 trips. Or a zoof of animal crackers. A tubful of hotel towels. A wiggle of live worms and a rowboat to take them fishing. And there are 83 more possibilities.

In any case, any winner may change his mind and ask for 100 ft. of dollar bills (\$200) instead.

Each of our 100 winners will receive a letter explaining exactly what the prize includes, what choice there is (if any) of style or color or flavor, and what options there are on deliveries of perishable goods.

Please read the rules carefully and especially note that each sweepstakes must be entered individually, with each entry mailed separately in its own envelope, and the sweepstakes number in the lower left corner.

Here's hoping you'll win your favorite prize from Benson & Hedges 100's, America's favorite cigarette break.

OFFICIAL RULES - NO PURCHASE REQUIRED

1. Write the number of the sweepstakes you wish to enter in the space provided on the official entry blank, or on a plain piece of 3" x 5" paper.
2. Hand-print your name, address and zip code on your entry, include with it the front panels from two packs of Benson & Hedges 100's, Regular or Menthol, or the words "Benson & Hedges 100's" hand-printed on a plain piece of paper.
3. Enter no often as you wish, but you may enter only one sweepstakes per entry, and each entry must be mailed separately, to Benson & Hedges 100's, or the P.O. Box number on the coupon below, Westbury, New York 11591. Entries must be postmarked by February 1, 1975 and received by February 15, 1975.
4. **SWEEPSTAKES:** You must write the number of the sweepstakes you are entering on the outside of the envelope, in the lower left-hand corner.
5. Winners will be selected in random drawings from entries for sweepstakes, by National Judging Institute, Inc., an independent judging organization, whose decisions are final. Odds of winning will be determined by the number of entries received for each sweepstakes. Winners will be notified by separate mail of their prize and the date of their prize. All prizes will be awarded. Only one prize to a family. Liability for taxes is the sole responsibility of the individual winners. In lieu of any prize, winners may elect to receive a cash award of \$200.
6. Contest open to all U.S. residents over 21 years of age, or age 18 in states and territories of Philip Morris, Inc., its advertising agencies and National Judging Institute, Inc. This offer is subject to all federal, state and local laws. Void in Idaho, Missouri, Oregon, and wherever prohibited, restricted or taxed.
7. For a list of winners, send a stamped, self-addressed envelope to BENSON & HEDGES WINNERS LIST, P.O. Box 3476, Westbury, New York 11591.

18 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

1 100 lbs. charcoal and barbecue grill	2 100 lbs. pickled herrings	3 100 days gymnasium use	4 100 rooms paper and electric typewriter	5 100 lbs. quadraphonic sound	6 100 lbs. Ford Granada	7 100 lbs. purses
8 100 books 54 H Green Stomps	9 100 lbs. dishes and dishwasher	10 100 bags marbles	11 100 francs To spend in the Casbah	12 100 days fast-lane use	13 100 miles footpaths	14 100 lbs. house paint
15 100 sq. ft. home sauna	16 100 lbs. wacky fishbait	17 100 bottles imported wines	18 100 lbs. assorted frozen potpies	19 100 lbs. assorted hotel towels	20 100 lbs. scented soaps	21 100 lbs. French pastries in Paris
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.			22 100 lbs. yogurt	23 100 lbs. carrots and juice	24 100 lbs. soft shell crabs	25 100 lbs. carpentry

1005010047

26 100 \$25 savings bonds	27 100 movie screen and projector	28 100 trash compactor	29 100 bee labbers	30 100 stuffed animals	31 100 toilet paper	32 100 house plants
33 100 baritone	34 100 candy houses	35 100 feather goose down quilt	36 100 Tiger's Milk mix	37 100 bee worms and roaches	38 100 facts: Encyclopedia Britannica	39 100 assorted lithos
40 100 rocking chair	41 100 100% honey	42 100 apple cider	43 100 sausage	44 100 corn on the cob	45 100 gothic novels	46 100 crystal chandelier
47 100 starting firearms	48 100 law of thermodynamics	49 100 \$5 chips in Vegas	50 100 is a gondola in Venice?	51 100 blue nigras	52 100 telescope and tripod	53 100 Mardi Gras in the?
54 100 buttons and sewing machine	55 100 remote control color TV	56 100 dives and scuba gear	57 100 weather vane	58 100 \$5 bills	59 100 silk flowers	60 100 film and Polaroid SX-70
61 100 modeling clay	62 100 house animal crackers	63 100 root beer	64 100 pickled watermelon	65 100 \$10 bags groceries	66 100 engraved stationery	67 100 soil and soil floor
68 100 beachfront vacation in Hawaii?	69 100 cookbooks	70 100 Indian Head pennies	71 100 vintage comic books	72 100 gasoline	73 100 shipwreck	74 100 movie posters
75 100 suspenders	76 100 tracks and HO gauge trains	77 100 spaghetti sauce	78 100 frozen frog legs	79 100 opera of La Scala?	80 100 Kung Fu lessons	81 100 self-cleaning oven
82 100 symphonies on records	83 100 in Mexico City?	84 100 oil golf in Scotland?	85 100 ruby sculpture	<p>Benson & Hedges 100's, P.O. Box 2439 Westbury, New York 11591</p> <p>At long last I've decided which sweepstakes to enter and I've carefully read the rules.</p> <p>The sweepstakes number is _____ and the prize is _____</p> <p>NAME _____</p> <p>ADDRESS _____</p> <p>CITY _____ STATE _____ ZIP _____</p>		
86 100 chili con carne	87 100 eggs and omelet pan	88 100 secretarial school	89 100 arrows and bow and target			
90 100 late lamb chops	91 100 magic tricks	92 100 tree house	93 100 marble coffee table	94 100 MEHY?	<p>100 Benson & Hedges 100's</p>	
95 100 worry beads	96 100 organ	97 100 mutual funds	98 100 year old dinosaur track	99 100 100% olive oil		

*Plus transportation and accommodations for two.

1005010048

Why this year's 100's sweepstakes will be your favorite of them all:

Our sweeps have been getting bigger and better year after year. Last year, the third time up, entries were literally in the millions — with proofs of purchase of over 30 million cigarettes.

This year, fourth time up, everything going for you is coming up bigger and better than ever before. Even a simple matter of bigger and better prizes.

And, especially, a bigger and better list of magazines running the full-color double spread you've just seen, adding up to well over 200 million reader impressions through November and December:

Woman's Day
McCall's
Ladies' Home Journal
Playboy
Redbook
Time
New York Magazine
Newsweek
Sports Illustrated
Cosmopolitan

People
Southern Living
Psychology Today
New Times
Texas Monthly
Parade
Sunday
Family Weekly
New York Times
Magazine

Order up Benson & Hedges 100's and watch your sales go up, as they have time after time after time.

Benson & Hedges 100's

Regular and Menthol

1005010049